

RJMetrics

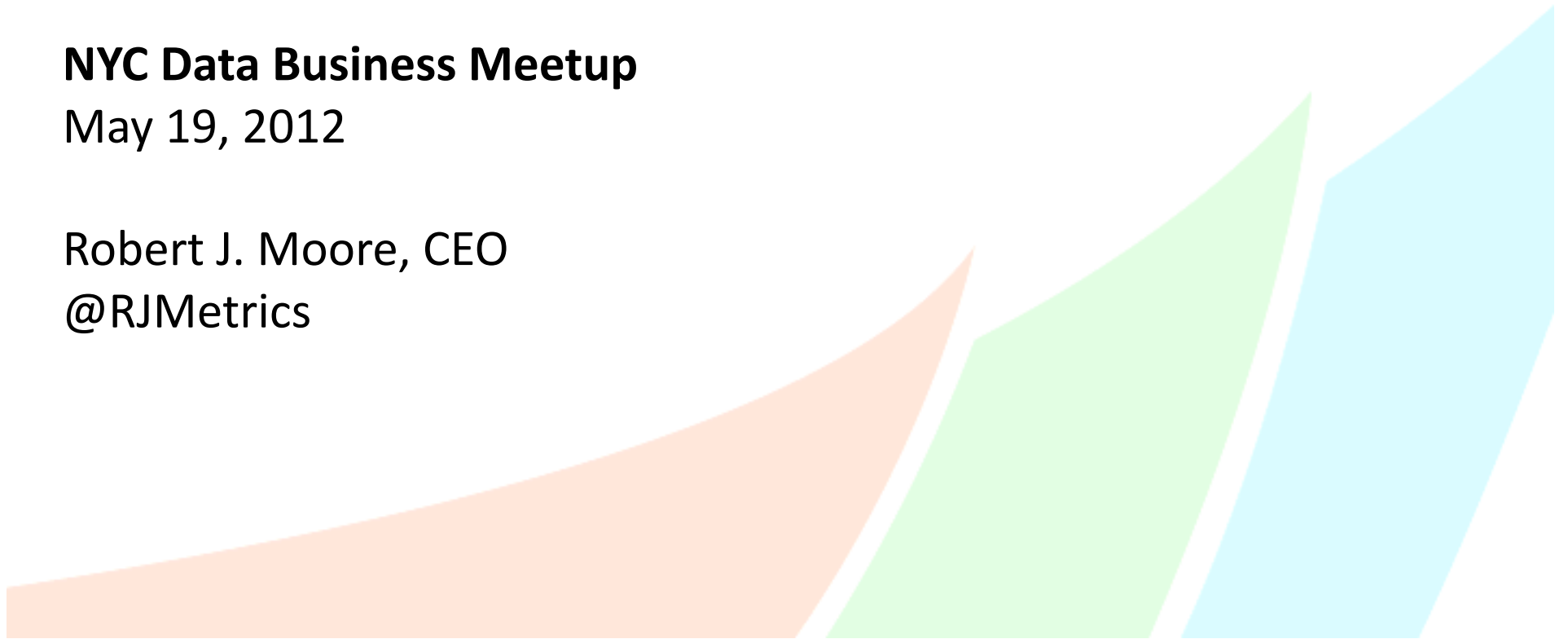
The logo graphic for RJMetrics consists of three overlapping, upward-pointing shapes: an orange shape on the left, a green shape in the middle, and a blue shape on the right. These shapes are positioned above the 'i' and 't' in the word 'Metrics'.

NYC Data Business Meetup

May 19, 2012

Robert J. Moore, CEO

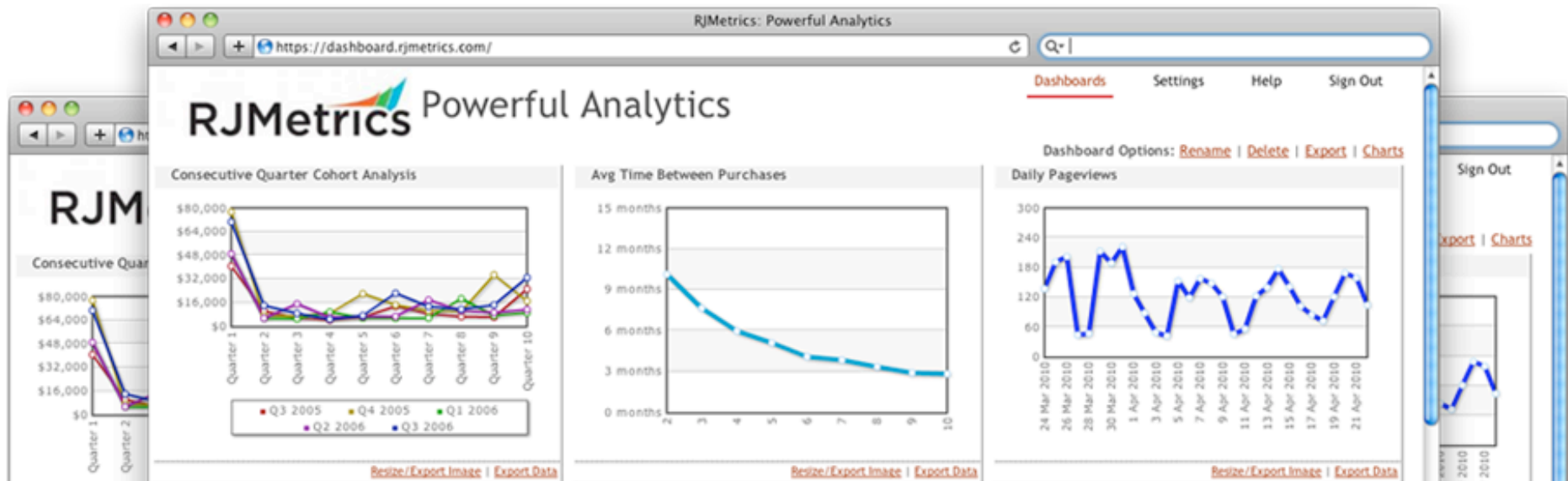
@RJMetrics



The Vision

We believe in data-driven decisions

We make data understandable and actionable



The Technology



Driving Decisions



- **Customer Value Optimization**
- **Merchandizing and Pricing**
- **Goal-Setting**
- **Internal and External Reporting**

The Key: Robust Data



Big data is bigger than we think



Plugs



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Free 30 Day Trial:

<http://www.rjmetrics.com/>